



Prospekte



A. BRODOVITCH



Folders

aerographic apparatus, which in the hands of photographic retouchers threatened to become an instrument of hateful mannerisms and washy effects.

Finally Brodovitch has occupied himself with the interesting problem of typography, which up to now has been chained to cast-iron traditions. He created especially charming compositions for the French periodical "Arts et Métiers Graphiques", designs which were a veritable revelation. Moreover, there is more to come. For he is young and knows what he means to do. And we may be sure that he will do it.

Translated by E. T. Scheffauer



Plakat für das Warenhaus  
„Aux Trois Quartiers“

Poster of the Department Store  
"Aux Trois Quartiers"